

Agenda Page County Board of Supervisors Work Session Board of Supervisors Room – 103 South Court Street, Luray October 6, 2015 – 5:30 p.m.

5:30 Call to Order

Closed Session (p. 2)

- Discussion of Personnel Matters, Pursuant to the Code of Virginia, Section 2.2-3711(A)(1)
- Discussion of the Award of a Public Contract, Pursuant To the Code of Virginia, Section 2.2-3711(A)(29)

Exit Closed Session/Certification of Closed Session

Recess

7:00 Reconvene

Southeast Rural Community Assistance Project Kenneth Rodgers (p. 3)
Review of Governmental Projects

Review of TOT Funding Requests

Town of Luray – Ruffner Plaza Restrooms

Town of Shenandoah – Big Gem Park Restrooms

Luray-Page County Farmer's Market

VFW Post 621 – Picking at the Post

Department of Economic Development & Tourism

Building & Zoning Permit Fee Recommendations Amity Moler

Amity Moler (p. 4)

Charlie Hoke (p. 6)

Russell Comer, Jr. (p. 15)

Cathie Miranda (p. 17)

Butch Fleharty (p. 18)

Stephanie Lillard (p. 19)

Review of Strategic Plan for EMS

Jeff Hensley (p. 22)

Adjourn

Mission Statement

To provide our citizens and businesses with a superior quality of life by delivering County services and programs in a fiscally prudent and responsible manner.

MOTION TO CONVENE A CLOSED MEETING UNDER THE VIRGINIA FREEDOM OF INFORMATION ACT Board of Supervisors Meeting – October 6, 2015

I move that the Page County Board of Supervisors convene in closed session under the Virginia Freedom of Information Act:

[] to discuss the County Administrator's performance pursuant to the personnel exemption at Section 2.2-3711(A)(1) of the Code of Virginia; and								
[] for discussion of the award of a public contract involving the expenditure of public funds to add Page County as a member of the RSW Regional Jail Authority, and discussion of the terms or scope of such contract, where discussion in an open session would adversely affect the bargaining position or negotiating strategy of the Authority, pursuant to Section 2.2-3711 (A)(29) of the Code of Virginia.								
MOTION TO ADJOURN CLOSED MEETING & RECONVENE IN OPEN SESSION:								
I move the closed meeting be adjourned and the Page County Board of Supervisors reconvene in open session.								
MOTION:		SECOND:						
Certification of Closed Meeting: To the best of my knowledge (i) only public business matters lawfully exempted from open meeting requirements under Section 2.2-3711 (A) of the Code of Virginia, 1950, as amended, and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting.								
Recorded Roll Call Vote:	<u>AYE</u>	<u>NAY</u>	<u>ABSENT</u>	<u>ABSTAIN</u>				
D. Keith Guzy, Jr. David Wiatrowski J. D. Cave								

Darrell Short Dorothy Pendley Johnny Woodward

Southeast Rural Community Assistance Project, Inc.

Hope F. Cupit, CPA President & CEO



Terry D. Lewis
Board Chair

September 9, 2015

Dear County Board of Supervisors,

Please accept this request to make a formal and brief presentation regarding the DHCD funded services we provide in your County. The Southeast Rural Community Assistance Project, Inc. (SERCAP) is engaged in Water and Home Rehabilitation initiatives all over the state of Virginia. In particular we are the Indoor Plumbing and Rehabilitation provider for Region 5 which encompasses the counties of Shenandoah, Rockingham, Page, Greene, Harrisonburg, Highland, Augusta, Staunton, Waynesboro, Nelson, Charlottesville, Albemarle, Buckingham, Fluvanna and Louisa. As a long term result of servicing IPR loans in these counties we also have access to Program Income funds. These funds are available for Clean water and Waste water Home Rehabilitation projects. Our Rehabilitation specialist/ Housing Manager Mr. Kenneth Rodgers would like to speak about these programs in your county.

Thank you.

Respectfully,

Mrs. Herzel, Housing Coordinator/IPR Administrator



SERVING SERVING THE PEOPLE

COUNTY OF PAGE

103 South Court Street, Suite F Luray, Virginia 22835 (540) 743-4142 Fax: (540) 743-4533 Board of Supervisors:
Johnny Woodward – Chairman – At- Large
D. Keith Guzy, Jr. – District 1
David Wiatrowski – District 2
J. D. Cave – District 3
Darrell Short – District 4
Dorothy F. Pendley – District 5

TO: Chairman Woodward and Board of Supervisors

FROM: Amity Moler, County Administrator

SUBJECT: FY15 Transient Occupancy Tax

DATE: October 6, 2015

SUMMARY:

During the FY15 budget planning process, the annual transient occupancy tax was estimated at \$620,000. At the end of the fiscal year, the amount of TOT collected was \$730,431. Of the additional 5% collected (\$110,000), 2% remains in the general fund (\$44,000), leaving \$66,000 for tourism related events. \$10,000 in support was approved in September for the Greenway Foundation's construction of two accessible fishing piers. The current balance is \$56,000.

RECOMMENDATION:

Review each of the additional requests from The Town of Luray, The Town of Shenandoah, The Luray-Page County Farmers Market, Comer-Jones VFW and Page County Department of Economic Development and Tourism and decide which, if any, requests you would like to support.

BACKGROUND:

Page County collects 5% in transient occupancy tax annually. Two percent remains in the County's general operating fund and three percent is allocating by the Board of Supervisors to various tourism related organizations and events throughout Page County.

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ISSUES:				
N/A				
ALTERNATIVES: N/A				
FISCALIMPACT: Appropriating and spending the remains	aining \$56,000 in TC	T from FY15.		
MOTION: I move to approve the TOT fun	ding request from		in the emo	unt of
I move to approve the TOT fund	ding request from		in the amo	unt of

ATTACHMENTS:

- Request from the Town of Luray
 Request from the Town of Shenandoah
 Request from Luray-Page County Farmers Market
- 4. Request from Comer-Jones VFW
- 5. Request from Page County Economic Development and Tourism



August 10, 2015

45 East Main Street P. O. Box 629 Luray, Virginia 22835

Amity Moler
Page County Board of Supervisors
103 South Court Street, Suite F
Luray, Virginia 22835

Dear Mrs. Moler,

On behalf of the Town of Luray, I would like to take this opportunity to thank you and the Board of Supervisors for your recent generous donation to the Luray Hawksbill Greenway Foundation for the planned construction of two ADA compliant fishing platforms to be constructed adjacent to the Luray Hawksbill Greenway trail.

It is my understanding that Page County has taken in over \$700,000 through the Transient Occupancy Tax Program this year. It is also my understanding that these tax dollars are to be used exclusively for tourism related projects. As you may or may not be aware, the Luray Hawksbill Greenway is a nationally known, award-winning trail that sees thousands of visitors each year, both locals and tourists alike. The trail is also home to many of our events, such as our Evenings on Main Concert Series, Festival of Spring activities, July 4th Celebration, many 5K and 10K runs, and other events and activities.

This being said, I would like to formally request a donation in the amount of \$50,000 from the Transient Occupancy Tax Program for the construction of a permanent restroom structure to potentially be constructed where the current portable toilets are; adjacent to Ruffner Plaza. If this request is approved, the Town of Luray would oversee the entire project, obtain all necessary permits, and I would be the project manager. The proposed restrooms would be similar in design to the current two permanent Greenway restrooms that were constructed through a Department of Conservation and Recreation Trails Grant several years ago. The current restrooms are single stall, but due to the amount of activities at Ruffner Plaza, I would have these constructed larger with separate women's and men's rooms. The women's room would have two stalls and a sink and the men's room would have one stall, one urinal, and a sink. This design would provide more capacity for the multitude of trail and event users. Even though the restroom facility would be larger, the facades would be very similar to the existing two restrooms featuring faux stone and parged concrete walls. In an effort to make the restrooms user friendly, other amenities and features would include modern automatic flush toilets, motion sensor sinks, automatic hand dryers and paper towels, baby changing stations, security lighting, concrete walkway, and landscaping. Please see the enclosed photo of the current restrooms.

In closing and if approved, I believe this would be a tremendous opportunity for the Town of Luray and Page County to combine efforts on what would be a great and highly visual project. This proposed restroom facility would enhance the trail, community events, and overall local and visitor's user experience while enjoying the trail and events for many years to come. If approved, a nice bronze recognition plaque would be installed clearly distinguishing Page County and each of its supervisors.

Please feel free to contact me with any questions you may have. I would be more than happy to schedule a meeting to further discuss this proposal in person. Thank you for your consideration of this request.

Sincerely,

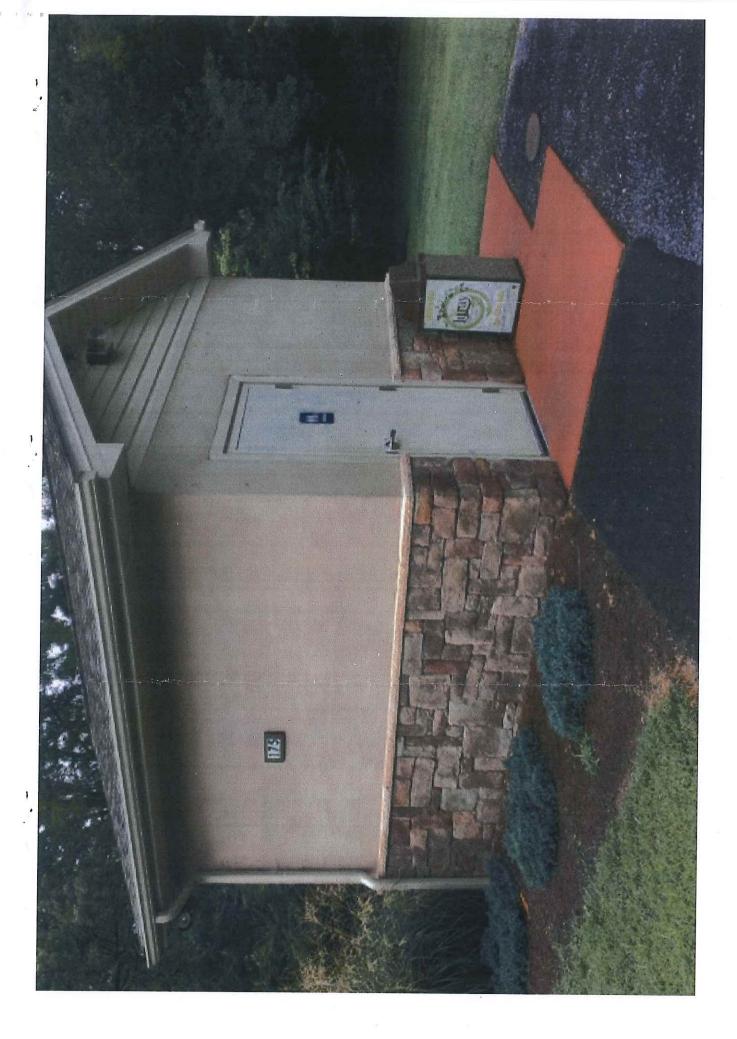
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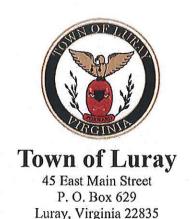
D. Patrick O'Brien

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Luray Parks & Recreation Director

CC: Regina Miller – Page County Assistant Administrator, Barry Presgraves – Mayor, Charles Hoke – Town Manager, Bryan Chrisman – Assistant Town Manager





PROPOSED RESTROOM PROJECT AT RUFFNER PLAZA

TOT FUNDING REQUEST - \$50,000

PROJECT INTENT/SPECIFICS

The intent of the project is to construct a restroom at Ruffner Plaza. The restroom would feature separate men's & women's facilities in a single structure and would closely resemble the two current Greenway restrooms located on Phase II and III (see project diagram in photos).

PROJECT NEED

Tourist usage of Ruffner Plaza and the Greenway is growing as evidenced not only by estimated attendance at sporting events, festivals, concerts, and holiday celebrations, but by the changing role of the Parks and Recreation Department to focus primarily on event management several times a year.

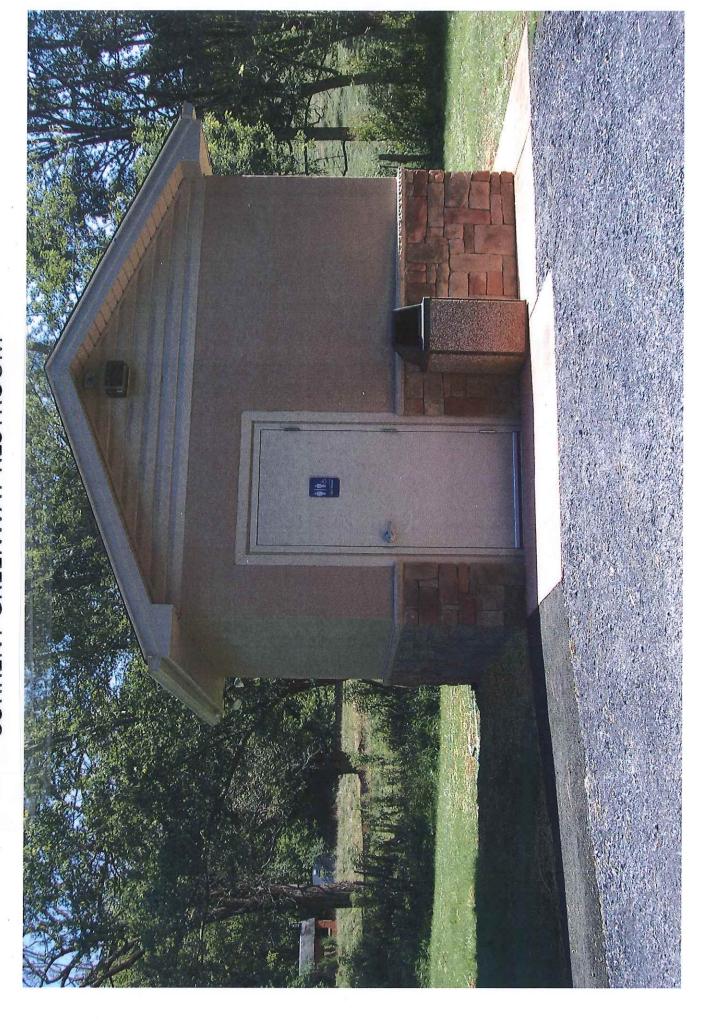
The current availability of public restroom facilities in the Town is inadequate to accommodate the increasing number of visitors. The addition of new centrally located public restrooms would make the areas more inviting both to tourists and locals alike.

ESTIMATED PROJECT COST

\$75,000 to \$80,000

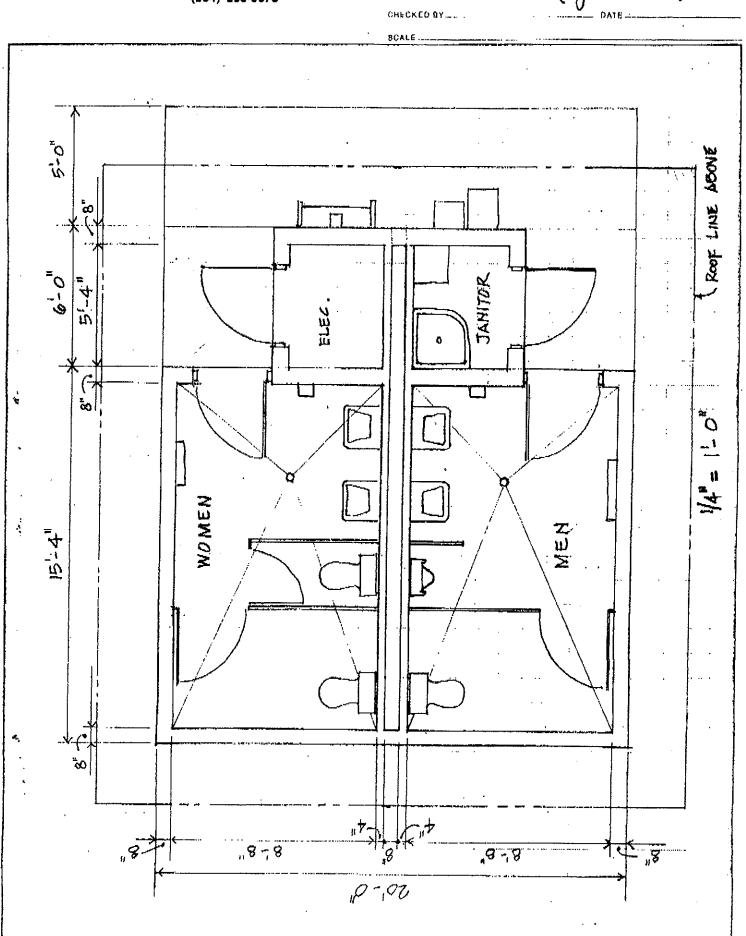






THE DOYOUNG-JOHNSON GROUP, INC. P.O. Box 3505 WILLIAMSBURG, VIRGINIA 23187 (804) 253-0673

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18 Campbell Street - Luray, VA 22835 - Tel: 540-743-3915 - FAX: 540-743-3944 www.LurayPage.com

September 24, 2015

RESOLUTION

WHEREAS, The Town of Luray has requested \$50,000 in funding from the County Transient Occupancy Tax (TOT) for the construction of a permanent restroom at Ruffner Plaza/The Greenway, and

WHEREAS, Tourist usage of Ruffner Plaza/The Greenway is growing, as evidenced not only by estimated attendance at sporting events, festivals, concerts and holiday celebrations but by the changing role of the Parks and Recreation Department to focus primarily on event management several times a year, and

WHEREAS, The public restroom facilities in the Town are inadequate to accommodate the increasing numbers of visitors to the Town, and

WHEREAS, The availability of a new public restroom would make the areas more inviting, both to tourists and locals, and

WHEREAS, The County has reportedly collected Transient Occupancy Taxes for the fiscal year ending June 30, 2015, substantially in excess of projections, and

WHEREAS, Funding for the Town's request would come from that fiscal year's surplus, and therefore not impact current TOT allocations,

Be It Resolved, The Luray-Page County Chamber of Commerce believes support should be given to the Town of Luray's request, as the project is a fundamental public service that tourists anywhere would expect, and funding is available from the surplus collected last fiscal year.

John Robbins

President.

Luray Page County Chamber of Commerce

TOWN OF SHENANDOAH



Phone: (540) 652-8164
Fax: (540) 652-8194
www.townofshenandoah.com

426 First Street Shenandoah VA 22849

September 8, 2015

Page County Administrator Amity Moler 103 South Court Street, Suite F Luray, VA 22835

Dear Amity:

The Town of Shenandoah would like thank you and the Page County Board of Supervisors for your generous donation to assist with marketing efforts for our Town.

We understand there is more Transient Occupancy Tax Program funds in your budget, which can be used to assist with additional tourism related projects. Please be advised Big Gem Park is a significant historic site and tourist attraction for our Town. Big Gem Park is used for events including the Outdoor Hymn Sings, Easter Egg Hunts, Terror Trail, the Annual Tree Lighting Ceremony and other events and activities. All of the events draw tourist to our Town. There are several picnic areas, a pond for fishing, several playgrounds, walking and biking trails. Big Gem Park is often rented by tourists to hold weddings in the park or other events. Tourists also use Big Gem Park for its birding and wildlife trails and to search for the hidden geo-caches located here. Future plans include park expansion and signage to highlight the historic significance of Big Gem Park, which is near our large Historic District with over 300 structures on National and State listings.

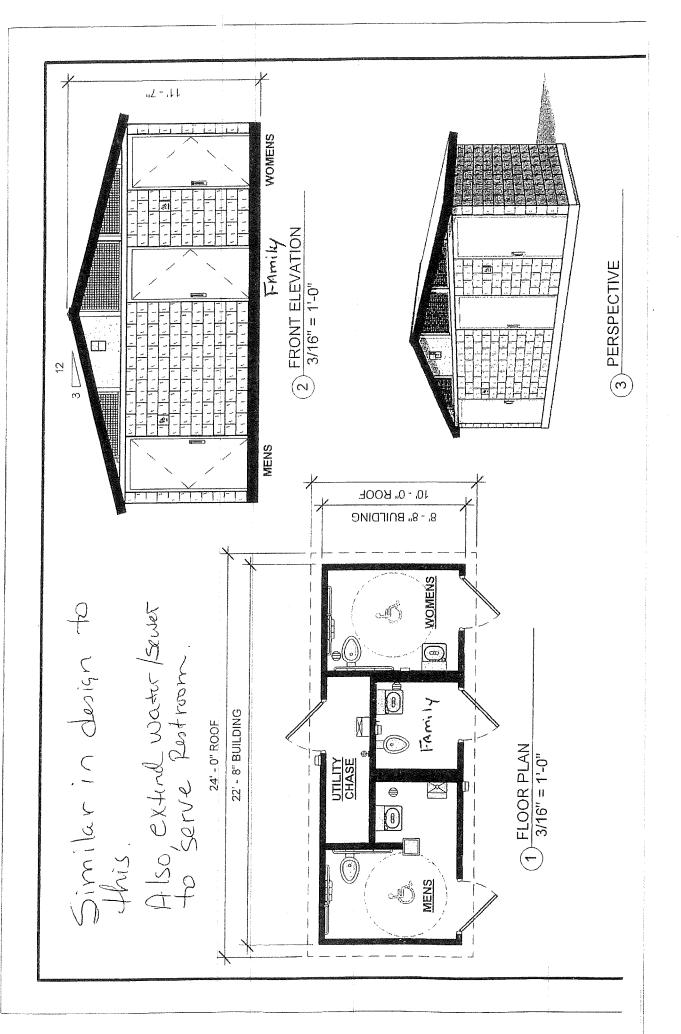
We would like to request \$50,000 of the Transient Occupancy Tax Program funds to construct a permanent restroom facility in Big Gem Park to replace the existing portable toilets. The Town would oversee this project and obtain all necessary permits. The new restroom would be ADA compliant and similar in design to nearby park restrooms. Access to a permanent restroom facility in this park would greatly enhance the visitor experience and likely increase tourist traffic in this park. (Potential design attached)

Please do not hesitate to contact me with any questions regarding our request.

Sincerely,

Clinton O. Lucas, Jr.

Mayor



w A

Cathie Miranda 317 East Main Street Luray, VA 22835 540-743-9500

Board of Supervisors of Page County 1175 Court Street Luray, VA 22835

August 30, 2015

Re: Proposal for Farmers' Market funding

Dear Board members:

My name is Cathie Miranda. As a member of the Farmers' Market Board, I was recently asked by the Board to manage the Luray Page County Farmers' Market.

I see how the Market would benefit from some much needed advertising aimed specifically at the tourists who visit Page County during the Farmers' Market season. Some new tents, a few picnic tables, and a regular lineup of local entertainment would help enhance our overall perception by the public.

In order to achieve these results, I submit this request for funding in the amount of \$3,000. I hope you agree that this funding would have a positive impact on the success of our community as a tourist attraction.

I would like to thank you for your time and consideration of this request. The Farmers' Market is a visible part of this county as a community that has always been closely identified with the tradition of its agriculture and craftsmanship.

Sincerely yours,

Cathie Miranda



VETERANS OF FOREIGN WARS OF THE UNITED STATES

VFW Post 621 218 Veterans Lane Luray, VA 22835

August 12, 2015

Ms. Moler Page County Administrator

Dear Ms. Moler

On behalf of COMER-JONES VFW Post 621, we want to express our sincere thanks to you and the Board of Supervisors for the monetary support in past years. These funds were used for the promotion of our very successful Bluegrass Festival. We received many thanks from motels, campgrounds and restaurants for having the Festival as it brought people into our area thus supporting us and the Page County Business Community. I have been informed that \$5,000.00 has been approved for 2016 Bluegrass Festival. It has been suggested that additional funds of \$2,000.00 may be available to further promote our upcoming Picking at the Post this Labor Day Weekend and our 2016 Bluegrass Festival.

We would like to request release of the approved allocation and request approval and release of the additional funds.

Attached please find a copy of our annual budget and audit.

I want to thank you and the Board for your time and consideration in this matter. We are 501 (c) 19 non profit organization. Should you or the Board need further information, please contact me at 540-742-8364.

Supporting our local Veterans is an "Honor and a Privilege"

Butch Fleharty VFW Post 621

Commanding



COUNTY OF PAGE

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Dorothy F. Pendley – District 5

County Administrator: Amity Moler

TO: Chairman Woodward and Board of Supervisors

FROM: Stephanie Lillard, Economic Development & Tourism Coordinator

SUBJECT: Request for TOT – County Marketing Opportunities

DATE: October 6, 2015

SUMMARY:

On behalf of the Department of Economic Development & Tourism, I am requesting funds, via the transient occupancy tax revenue, to promote Page County as a place to not simply play, but to live and work also. Attached hereto is a breakdown of expenditures, totaling \$22,300. In addition to expenses for marketing and promotional items, I have included a line item in the amount of \$10k for purpose of having a hotel feasibility study completed.

RECOMMENDATION:

Please let it be noted that this is the first request for TOT funds from the Department of Economic Development & Tourism. I appreciate your consideration and hope you will be most supportive of this request understanding the value it can offer for promoting Page County as the wonderful place it is, with many untapped opportunities.

BACKGROUND:

The transient occupancy tax revenue for FY 14/15 was projected at \$620k, however, the total collection equaled \$730k, therefore leaving \$66k remaining (after 2% general budget allocation) and being carried over into the new fiscal year. However, \$10k has already been pledged for the fishing ramps at the Hawksbill Greenway, leaving approximately \$56k to be allocated.

Since inception in the fall of 2013, the Department of Economic Development has expensed just under \$2,900 in total. These monies have paid for unique County branded tote bags, a display table cover, leather embossed desk coasters, unique County branded USB drives, a photo sponsor for the Luray Triathlon (over 3,000 images viral on the net), business cards and rack cards (locally), and County stamped blank note cards which are used to follow up with leads, guests (i.e. Maurice Jones), etc.

Lastly, the request for funds to have a feasibility study conducted for determining if Page County can sustain an additional hotel is the result of various conversations and interest demonstrated over the last year. I've been working with a developer who has been on site on three different occasions and the next step, if we are serious, is to have a study completed. Should the study

conclude that a new facility could be sustained and we are successful in attracting a developer, this cost can be a line item for reimbursement upon completion.

FISCAL IMPACT:

Provided this full request, \$22,300, is granted, there will be approximately \$33,700 in TOT funds to be allocated.

Page County

Department of Economic Development & Tourism:

Marketing Budget 15/16 -					
\$	5,000				
\$	2,000				
\$	2,000				
\$	500				
\$	1,000				
\$	1,800				
\$	10,000				
	\$ \$ \$				

Total Marketing Expenses: \$

22,300



COUNTY OF PAGE

103 South Court Street, Suite F Luray, Virginia 22835 (540) 743-4142 Fax: (540) 743-4533 Board of Supervisors:

Johnny Woodward – Chairman – At- Large D. Keith Guzy, Jr. – District 1 David Wiatrowski – District 2 J. D. Cave – District 3 Darrell Short – District 4 Dorothy F. Pendley – District 5

County Administrator: Amity Moler

TO: Chairman Woodward and Board of Supervisors

FROM: Jeff Hensley, Emergency Services Coordinator

THRU: Amity Moler, County Administrator

SUBJECT: EMS Strategic Plan

DATE: October 6, 2015

SUMMARY:

I would like to update the Board of Supervisors on how our EMS coverage is going, I would also like to review and discuss the overall EMS Strategic Plan.

RECOMMENDATION:

To review the EMS Strategic Plan.

BACKGROUND:

Page County government is the entity responsible for ensuring the availability of Emergency Medical Services throughout the County and that is accomplished through our Emergency Services Department. EMS coverage is coordinated through the submittal of rosters from the squads so that the Emergency Services Coordinator can verify adequate coverage. Over the past two years, the inability for the volunteer system to cover calls has resulted in an expansion of County paid staff to ensure adequate EMS response times. Available staffing resources from the volunteer rescue squads has been declining over the past several years.

FISCAL IMPACT: None

MOTION(S): None

ATTACHMENT(S):

1. EMS Strategic Plan





Page County Fire-EMS

Strategic Plan

Mission Statement

"We will provide the highest quality of services to protect lives, property and environment through timely, professional, humanitarian services essential to the health, safety, and well-being of our citizens."

Core Values

Integrity

- We serve with honor and integrity. We believe in doing the right thing for our community.
- We will treat everyone with fairness and respect.
- We are responsible for our actions.

Unity

We are united in a common goal of serving our community.

Stewardship

We value the public's confidence and trust of the County's human, environmental, and financial services.

Ultimate Performance

We provide friendly and efficient services at the highest level of excellence. We will continuously work as a team to achieve this.

Vision Statement

"We are trusted community leaders comprised of dedicated professionals, based on traditions of commitment and teamwork to provide exceptional customer service to our citizens."

Guiding Philosophies

- It takes the contribution of both volunteer and career providers to make our system work.
- No one individual or organizations needs are more important than the services we provide to our community.
- We must respect our personnel and organizations identity and connection with the community.

Strategic Directions

- Develop a unified combination Emergency Services System.
- Provide services that meet the needs of our community.
- Support and develop our volunteer and career personnel.
- Recruit and retain quality volunteer and career personnel.

Develop a Unified Combination Emergency Service System

Based On:

- Communication
- Best Practices
- Measurable Standards

Provide Services That Meet The Needs of Our Community

- Same level of coverage 24/7
- Uninterrupted coverage 24/7
- Special Operations

Services

- Deliver services that are consistent with our customer's expectations.
- Create a system to gauge the ability to meet our standards.
- Develop strategies to address gaps in service.
 - a. Focused and measureable recruitment campaign's.
 - b. Nontraditional and innovative solutions to address service needs.
 - c. Reevaluate our standards of coverage and seek best practices.
 - d. Measure realignment with the Board of Supervisors strategic directions.

Develop Our Volunteer and Career Providers

- Provide an entry level program.
- Develop and deliver officer programs for operational and administrative positions.

Recruit and Retain Quality Volunteer and Career Providers

Program will consider agency needs but will solely focus on the needs of the Community.

Rewards Program For Recruitment and Retention

- Strive toward a rewards program for volunteer providers.
 - a. Meal allowance.
 - b. Training expenses.
 - b. Volunteer benefits.

Create a System That Supports Long-Term Employment

- Career development paths
- Job enrichment
- Competitive compensation

